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**Easing restrictions and a return to on-the-go drive average spend in convenience down**

According to the latest data from the Lumina Intelligence Convenience Tracking Programme, the average weekly value of convenience store shopper decreased by 25% during the four weeks ending (4WE) 30.05.2021.

Despite a stable visit frequency (2.6 visits per week), shopper value decreased as average spend fell from £29.09 in the 4 WE 02.05.2021 to £21.68. This decline was driven by a drop in basket size, which fell by -0.6 items per trip, as the proportion of shoppers on a planned top up mission declined by -6.6ppts to 22.6% and those on a food to go mission increased by +2.4ppts to 15.0%.

With restrictions easing and hospitality dine-in reopening, shoppers are becoming more transient and on-the-go and the share of meals consumed in-home is reducing. A shift to a more on-the-go society that is less time rich is reflected by an increase in the proportion of shoppers using a delivery service (+1.7ppts), which further indicates that the shift towards delivery is permanent and not just a lockdown phenomenon.

Commenting on the results, Senior Insight Manager at Lumina Intelligence, Katherine Prowse, said: *“As expected, the reopening of hospitality outlets and fewer travel restrictions has resulted in a change in shopper behaviour. There will continue to be a rebalancing in the share of occasions between in and out of home, as shoppers return to their favourite pubs, bars and restaurants.”*

*“Greater freedom of movement has also resulted in a shift to more transient, on-the-go shopper trends. Food to go has grown its share of missions, with these lower ticket missions impacting spend, despite visit frequency remaining consistent.”*

*Over the last 18 months, pub and bar restaurants have had to transform the way they operate in order to remain open and survive. This inevitably resulted in casualties, however, with restrictions easing, we expect outlet decline to continue to stabilise versus the steep declines seen in 2018-19. This slight decline will be driven by pub groups continuing to dispose of and transfer sites into unbranded estates.”*

Find out more about Lumina Intelligence’s Convenience Tracking Programme [here](https://www.lumina-intelligence.com/product/convenience-tracking-programme/#1603268996829-d3f4690e-bc4fd329-2dae).

**ENDS**

**Convenience Tracking Programme**

Lumina Intelligence’s Convenience Tracking Programme is the authority on the complex and fragmented UK convenience retail market, supporting suppliers and retailers with data, forecasting, retailer analysis and path to purchase insight. Built from analysis of over 50,000 shopping trips per year, CTP is the largest convenience shopper survey in the UK.

The methodology for this specific content is:

* Data collected in the 4 weeks ending 30.05
* 1,500 nationally representative sample per week
* In depth online interviews

**About Lumina Intelligence**

Lumina Intelligence inspires the global food and drink sector with deep, actionable insights powered by the world’s best analytics technology. Our products and services are used by the major brands and organisations in these fast moving and growing markets to support business planning, strategic marketing and new product development.

With offices in London, Chicago, Montpellier, and Singapore, and local on the ground analysts across our businesses, you can trust our market knowledge. We are committed to providing all our customers with up to date accurate information to support critical decision making.

Combining the expertise and experience of HIM, MCA Insight and Lumina Intelligence, we are the experts in market and consumer insight across the food & drink and nutrition markets.

<https://www.lumina-intelligence.com/>